



Product Care Lighting Recycling Promotion and Education Community Collaboration Pilot: Proposal Requirements

Please answer the following questions to help us understand your initiative. Completed proposals can be submitted to ONcommunity@productcare.org by **April 30, 2026**.

We'll aim to select a mix of initiatives that reflect different populations, geographies, and promotion approaches to enable pilot learning.

Eligibility Criteria

1. Are you currently offering collection services for lighting in your community or would like to amplify the use of lighting collection services in your community?
2. Are you currently contracted with Product Care for lighting collection in Ontario?

Promotion and Education Details

1. Provide a brief description of the advertising or outreach activities you're planning for 2026, related to recycling.

Please include details such as:

- *Materials included in your recycling advertising (e.g. paint, lights, etc.)*
- *Mode(s) or channels of communication (e.g. digital, print, transit, outdoor, etc.)*
- *Timing and duration of the campaign*
- *Expected reach (geographic area and/or population groups)*
- *How you will know the initiative has been successful*

2. How would support from Product Care related to lighting help to strengthen or expand your planned efforts?

For example, increased population reach, extended duration, additional outputs, etc. If you've conducted similar marketing campaigns in recent years, please include this information here.

3. What is your anticipated budget for this initiative and how much additional funding from Product Care would help increase your campaign's impact?

Please note: funding available for this pilot will be determined based on applications received (estimated at approximately \$10,000-\$30,000 per initiative).

4. Are there any challenges, constraints, or considerations we should be aware of as it relates to this initiative?

For example, seasonal timing, approval processes, local context, etc.

5. Is there any other information you would like to provide in support of your proposal?

Thank you for your interest. We look forward to reviewing your application.